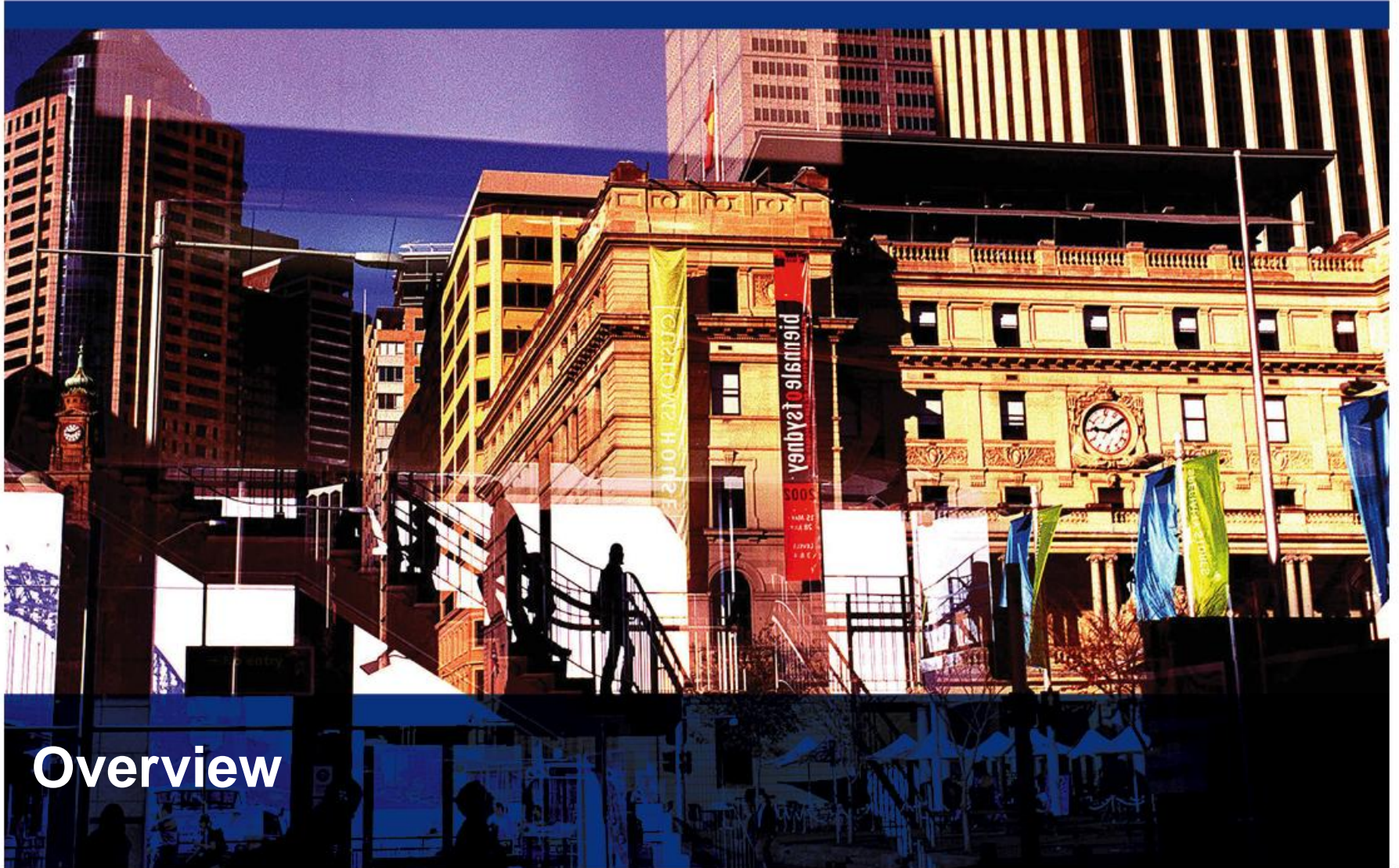


The Sydney Morning Herald

INDEPENDENT. ALWAYS.



Overview

The Sydney Morning Herald

Overview

INDEPENDENT. ALWAYS.

The Sydney Morning Herald reaches a discerning and affluent audience who are attracted by the more in depth analysis and insightful opinions as well as the broad content across the various days of the week. Its news pages, analysis and commentary set the standard for journalistic excellence, involving the questioning reader in the affairs of Sydney, Australia and the world.

Why Advertise*

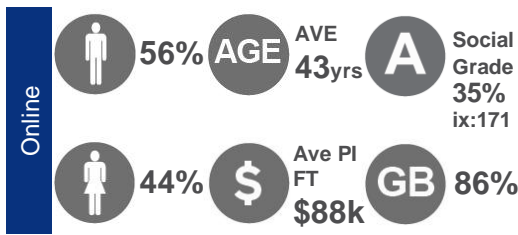
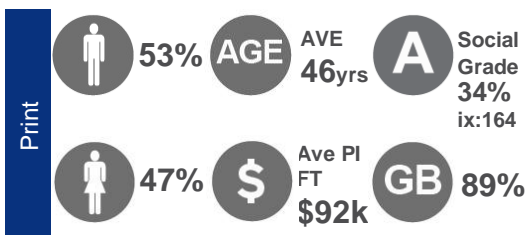
- The Sydney Morning Herald reaches over **1 mil** or **76%** of all social grade A's across NSW/ACT.
- Our audience are **43% more likely** to have \$1 mil+ in savings or investments#
- Our audience are **41% more likely** to be employed managerial or professional occupations#
- **3.1 million** or **65%** of our audience have purchased clothing in the last 4 weeks
- **1.6 million** or **34%** of our audience are considered 'big spenders'.

Key Stats*

Total Audience Print/Digital (L4W):	4,750,000
Print Readership (AIR) M-F av:	776,000
Sat:	866,000
Online UA^:	2,751,000
Mobile Web & App (L4W):	684,000
Tablet Web & App (L4W):	731,000



Profile**



Advertising Contact Information

Sara Lockwood 9282 2316
sara.lockwood@fairfaxmedia.com.au
or adcentre.com.au

Source: *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending Dec 2013, Nielsen Online Ratings Dec 2013, People 14+ only. *Total Audience=Print & Computer/Tablet/Mobile Web/App/PDF (Net) L4W, **Print= SMH M-Sat net L4W, Online=smh.com.au L4W, Mobile/Tablet= web/app L4W). ^Nielsen Hybrid, Jan 2014. # When compared to the average Australian population.

The Sydney Morning Herald

Print Overview

Overview

Published Mon-Sat

The Sydney Morning Herald reaches a discerning and affluent audience who are attracted by the more in depth analysis and insightful opinions as well as the broad content across the various days of the week.

The paper features a wide number of weekly and daily sections; from food to fashion, and from real estate to racing.

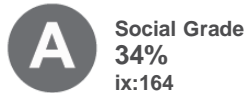
Why Advertise*

- Our readers spend an ave of **34 mins** reading the weekday newspaper and **47 mins** reading the Sat newspaper**
- Our readers are **39% more likely** to be employed in managerial or professional occupations#.
- Our readers are **68%** more likely to earn a personal full time income \$120k+#.
- **678,000** or **1-in-3** readers have renovated or redecorated their home in the last 3 months.
- Minimal audience cross-over; **1.3m** or **62%** SMH print readers have not accessed *smh.com.au* in the last 4 weeks.

Key Stats*

Print Readership (AIR) M-F av:	776,000
Sat:	866,000
M-Sat Net:	1,446,000

Profile*



Advertising Contact Information

Sara Lockwood 9282 2316
sara.lockwood@fairfaxmedia.com.au
or adcentre.com.au

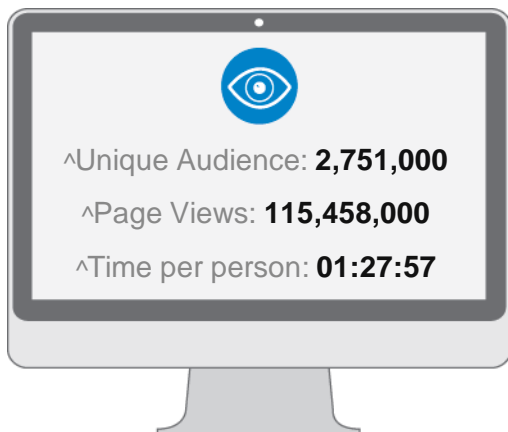


Sources: *emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending Dec 2013. Base: NSW/ACT. Read SMH M-Sat net L4W. **GfK Bluemoon Readerscope report, March 2013. #When compared to the average NSW/ACT population.

The Sydney Morning Herald

smh.com.au

Key Statistics



M-Site:#

Ave Daily UBs: 330,684
Page Impressions: 37,258,501

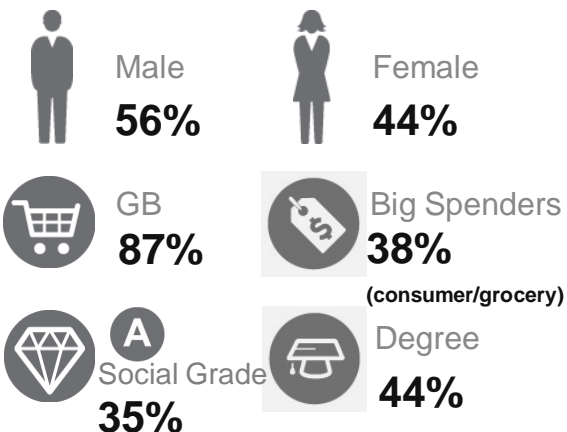
Tablet App:

Audience last 4 wks: 294,000
Downloads to Date: 606,954

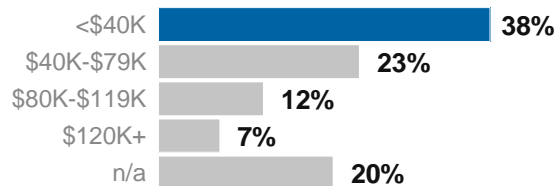
**Video:

Unique Audience: 808,000
Stream Volume: 3,525,000

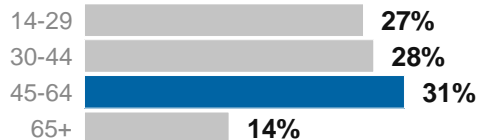
Profile



Income



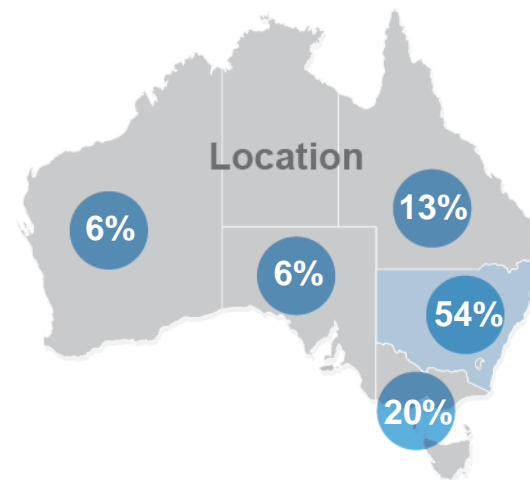
Age



Overview

Built from a rich history smh.com.au is the perfect advertising platform for those seeking an informed, discerning audience.

The SMH brand offers independence, authority, integrity and quality from some of Australian's top award-winning journalists.



^75%

Or 2.049m do not visit thetelegraph.com.au